GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1284
ANSWERED ON:24.07.2017
Beach Tourism Zones
Jayadevan Shri C. N.;Jena Shri Rabindra Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any scheme to develop beach tourism in India keeping in mind the vast coastline of the country;
(b) if so, the details thereof ;
(c) whether the Government has laid down any guidelines or policy regarding promotion of beach tourism and if so, the details thereof;
(d) whether the Government has undertaken any steps to ensure/improve the quality of the beaches in terms of cleanliness; and
(e) whether NITI Aayog has any proposal to develop five exclusive beach tourism zones in the country and if so, the details of the proposed beaches along with the steps taken in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism has launched Swadesh Darshan Scheme in 2014-15 for integrated development of Theme-Based tourist Circuits in the country. Coastal Circuit which includes inter-alia beach destinations has been identified as one of thirteen thematic circuits for development under this scheme. The Ministry of Tourism promotes India as a holistic destination as part of its on-going activities by releasing advertising campaigns in various media under the Incredible India brand-line, through its website, production of publicity and promotional material and through promotional activities undertaken by the overseas India Tourism offices to promote tourism products and destinations including Beach Tourism.

(d): Cleanliness and maintenance of beaches is the responsibility of the respective State Governments/ UT administrations. However, Ministry extends Central Financial Assistance under the Swadesh Darshan scheme for Beach Cleaning Equipment as one of the admissible components to promote cleanliness of beaches.

(e): NITI Aayog informs that there is no specific proposal to develop Beach Tourism Zones.

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